

Message Text

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ACTION NEA-05

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /013 W

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R 220431Z APR 74

FM AMEMBASSY ABU DHABI

TO AMEMBASSY CAIRO

INFO AMEMBASSY BEIRUT

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

SECSTATE WASHDC 1489

USDOC WASHDC

UNCLAS ABU DHABI 0475

CAIRO FOR MRO KILLOUGH

EO 11652: NA

TAGS: OTRA, BEXP, TC

SUBJ: TRAVEL OF MRO KILLOUGH

REF: STATE 63734

1. POST WELCOMES KILLOUGH VISIT. HOTEL RESERVATIONS MADE AT HILTON (ABU DHABI) AND CARLTON (DUBAI). IF KILLOUGH DOES NOT HAVE UAE VISA HE SHOULD OBTAIN ONE IN CAIRO. PLEASE RECHECK ITINERARY SINCE IN LATEST SCHEDULES FLIGHTS GF 336 (FRIDAY DUBAI-ABU DHABI) AND GF323 (WEDNESDAY ABU DHABI-DUBAI) DO NOT EXIST. FIRST FRIDAY CONNECTION DUBAI-ABU DHABI IS GF 338 ETA 1650, RESULTING IN FOUR-HOUR LAYOVER IN DUBAI.

2. WITH PRESENT CROWDING OF OFFICES, EMBASSY UNABLE TO GUARANTEE WORK SPACE FOR KILLOUGH. EMBASSY CAN PROVIDE A TYPEWRITER FOR USE IN HOTEL. INTERPRETERS SHOULD NOT BE NECESSARY.

3. COMMENT: MARKET RESEARCH IS A BASIC TOOL IN PLANNING TRADE PROMOTIONS AND IN DISTINGUISHING BETWEEN AN EXISTING OR POTENTIALLY EXISTING MARKET AND ONE THAT EXISTS ONLY IN UNCLASSIFIED

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THE MINDS OF THE PLANNERS. FOR EXAMPLE, SYSTEMATIC MARKET

RESEARCH CAN KEEP WASHINGTON AND FOREIGN SERVICE POSTS FROM INVESTING TIME AND MONEY IN SUCH NON-EVENTS AS MATERIALS HANDLING PROMOTIONS. HOWEVER, AT PRESENT THIS POST IS NOT EQUIPPED FOR THE SUBTLE AND COMPLICATED MARKET STUDIES THAT PRODUCE WORTHWHILE RESULTS. A SLOPPY JOB OF MARKET RESEARCH BY UNTRAINED PERSONNEL WILL NOT ONLY WASTE TIME AND MONEY, BUT WILL RESULT IN POORLY-PLANNED, UNPRODUCTIVE TRADE PROMOTIONS. SUGGESTION PARAGRAPH 3 REFTEL FOR USING LOCAL OR REGIONAL MARKET RESEARCH FIRMS COULD PRODUCE USEFUL INFORMATION IF FIRM IS PROPERLY QUALIFIED. POSTS COULD USE FIRM ON EXPERIMENTAL BASIS PENDING SATISFACTION. SUCH AN OPERATION WOULD ALSO ENCOURAGE THE ESTABLISHMENT OF MARKET RESEARCH ORGANIZATIONS WHERE NONE PRESENTLY EXIST (IN THE UAE FOR EXAMPLE). AMERICAN MARKETING CONSULTANTS COULD ALSO BE ENCOURAGED TO SET UP JOINT VENTURES, WITH ONE RESIDENT EXPATRIATE ADVISING LOCAL PERSONNEL.

GRIFFIN

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